



# Ozone Media completes first year of operations, registering a growth of 250%.

Ozone Media Solutions Private Limited, January 31, 2007

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*Ad Networks are booming across the country and Ozone Media, India's leading online ad network company based in Bangalore is very much on the race. It successfully completed its first year of operation this January, 2007 with a QoQ growth of 250%.*

PR9.NET January 31, 2007 - Ozone Media, India's leading online ad network company based in Bangalore, successfully completed its first year of operation this January, 2007.

"In the past 12 months of operation, we have established ourselves as India's leading ad network. We work with advertisers across industry verticals and our client base has grown to more than 40 in this span," said Kiran Gopinath, Founder and CEO, Ozone Media.

Leveraging its industry expertise and advanced targeting capabilities, the company has enabled clients gain access to an increasingly growing online audience. According to the Internet & Mobile Association of India (IAMAI), the number of Indian Internet users is slated to grow beyond 50 million by March 2008 and is likely to grow faster with increasing penetration of broadband and decreasing PC prices.

"Our network reach is significantly increasing month on month for the last 2 quarters and we expect this trend to continue throughout this year. This has been a year of tremendous growth in all the financial parameters and our QoQ top line growth has improved from 160% to 250%," said Kiran.

The online Ad Market in India for 2006-07 is estimated to be at INR 218 Crores (\$ 48M) and will be crossing INR 260 Crores (\$ 58M) the next year (at current growth rate). The company aims to capture anywhere between 10 and 15 percent of the Indian online ad market. Consolidating on the strategies, Kiran said "Our strategy would be to bring in new techniques and technology like behavioral targeting, thus increasing the value we deliver across the network."

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## About Ozone Media Solutions Private Limited

Ozone Media is India's leading Internet Ad Network with some of the largest online publishers in India as partners. Using Ozone Media's reach, advertisers can reach out to Indian as well as global audiences (including NRIs). With state of the art ad serving technology, Ozone Media strives to maximise ROIs on ad campaigns for advertisers and revenues for publishers.

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